# Mobility Metrics

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TIME WELL SPENT™
JEN III
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ARE WE SURE WE'RE MEASURING THE MOST PRODUCTIVE KPIs, BOB?
KRONOS
Workforce Innovation That Works™
CREATED BY marketoon studios
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# MEASURE

"What gets measured gets done, what gets measured and fed back gets done well, what gets rewarded gets repeated."

John E. Jones

Noted Leadership Trainer

# Caveats

"None could be strong if we did not go through **COUNTLESS** wrong."

"*Love* should never be too much or too less, yet it cannot be measured."

Rizi Dame C. Briz

# Industry Metrics

Research and Markets: Mobile middleware market is expected to grow from $3.70 billion in 2014 to $6.50 billion by 2019

Gartner: “By 2018, more than 50 percent of users will go to a tablet or smartphone first for all online activities.”

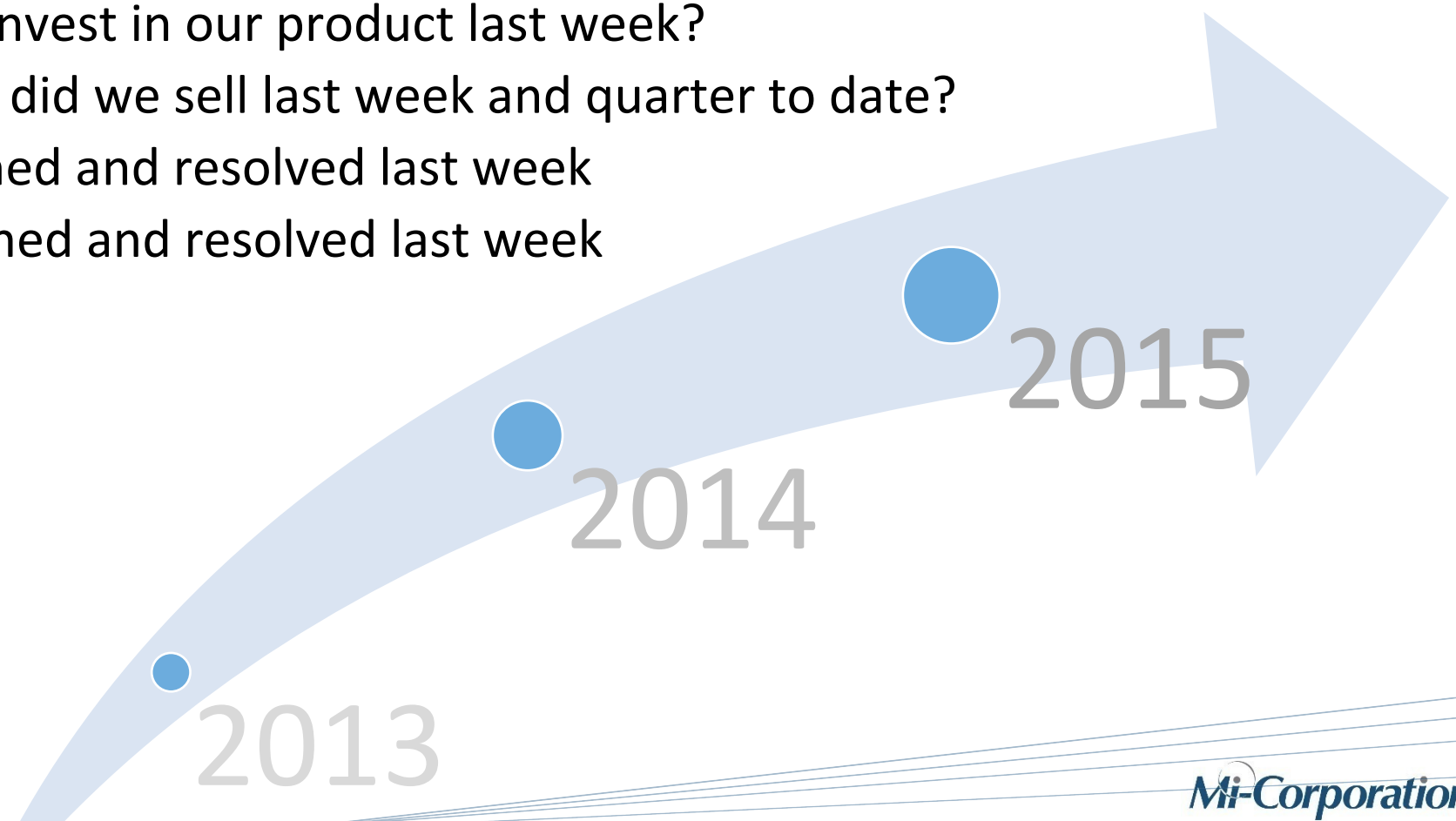
Gartner: “By 2018, more than half of all B2E mobile apps will be created by enterprise business analysts using codeless tools.”

# Company Metrics

- Revenue has >tripled in the last 4 years
- CAGR is >33% for the last 4 years
- Mi-Corporation reinvested 18% of revenue last year in people and products to continuously improve (N. America Software Industry avg. 2014 <15%)
- Thank you to our customers!

# What are we measuring to make growth happen

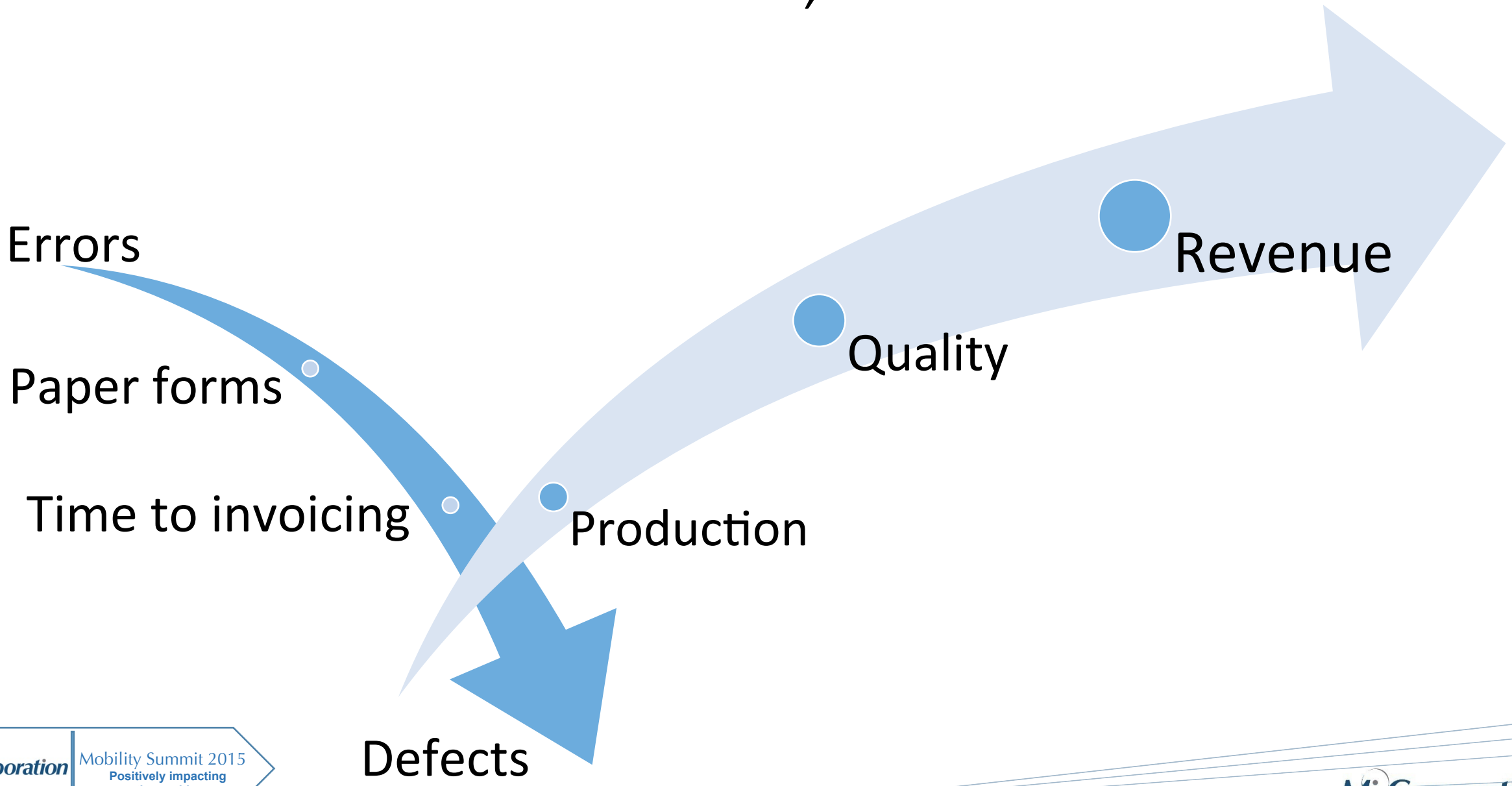
- Every week we measure:
  - How much did we invest in our product last week?
  - How much product did we sell last week and quarter to date?
  - Support cases opened and resolved last week
  - Product issues opened and resolved last week
  - Total pipeline
  - …And more



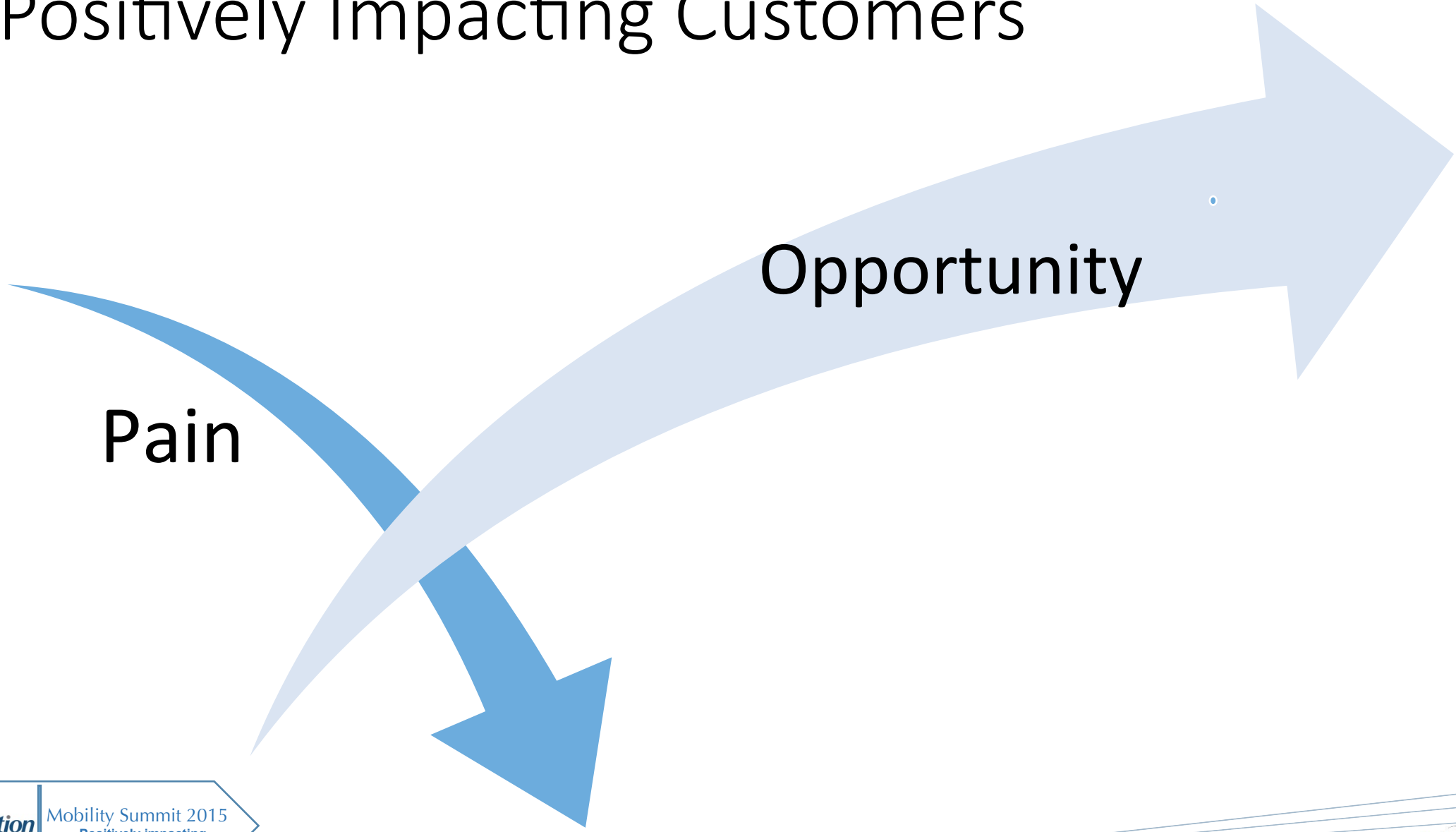
# What are Our Customers Measuring? Business Process Metrics (GEM)

| *Government* | *Energy* | *Manufacturing* | *Life Sciences* |
|---|---|---|---|
| Violations | Oil barrels | Defects | Queries |
| Penalties | Gas cubic feet | Number produced | Time to database lock |
| Inspections Complete | % Complete (Construction) | Latency | Efficacy |
| Turnaround time For Citizen Services | Safety incidents | Equipment downtime | |
| | Asset Defects | Safety incidents | |

# ROI Metrics-Reduced Cost, Increased Revenue

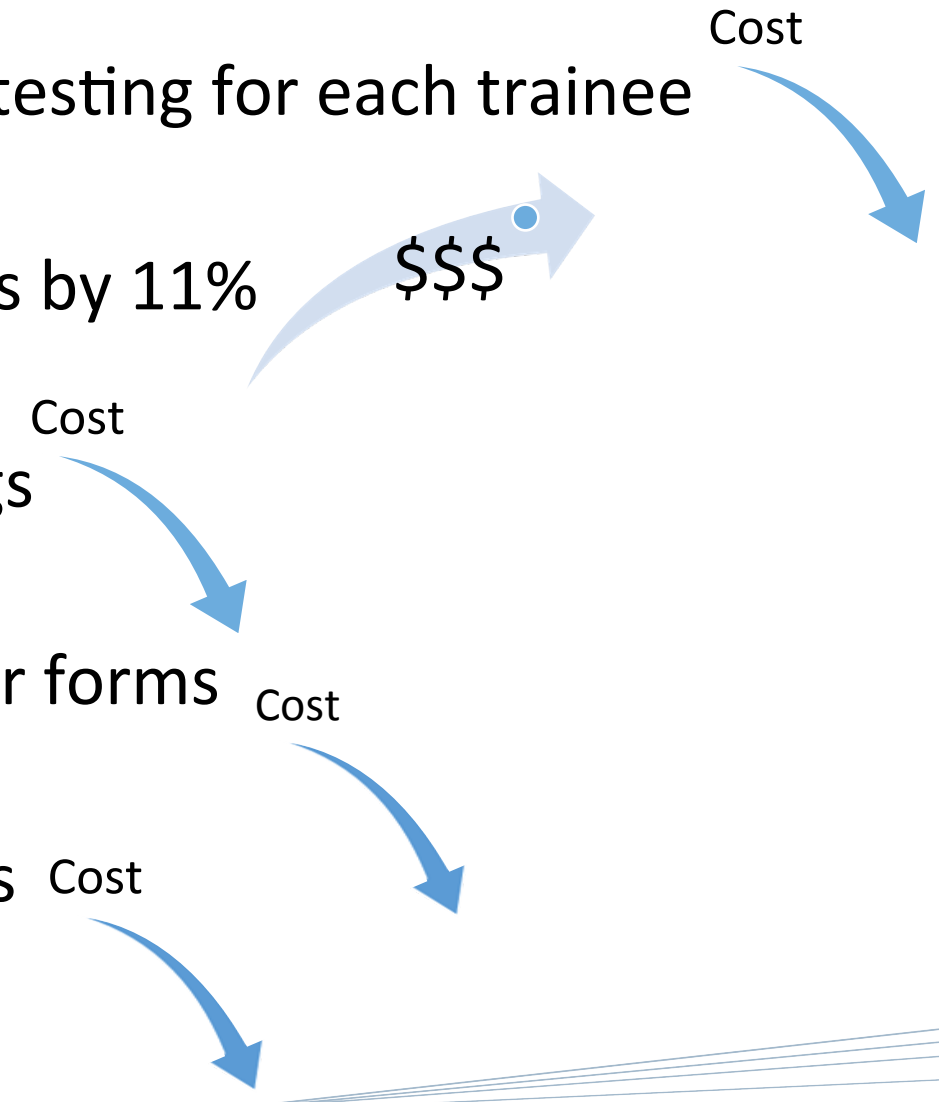


# Positively Impacting Customers



# What Metrics Does Mi-Corporation Impact?

- Eliminates 1 full day of testing for each trainee
- Increased profit margins by 11%
- $72,790 per year savings
- Eliminated 19,500 paper forms
- 100 times fewer queries



Mi-Corporation Customer – Transport for London

Mi-Corporation Customer – Eli Lilly

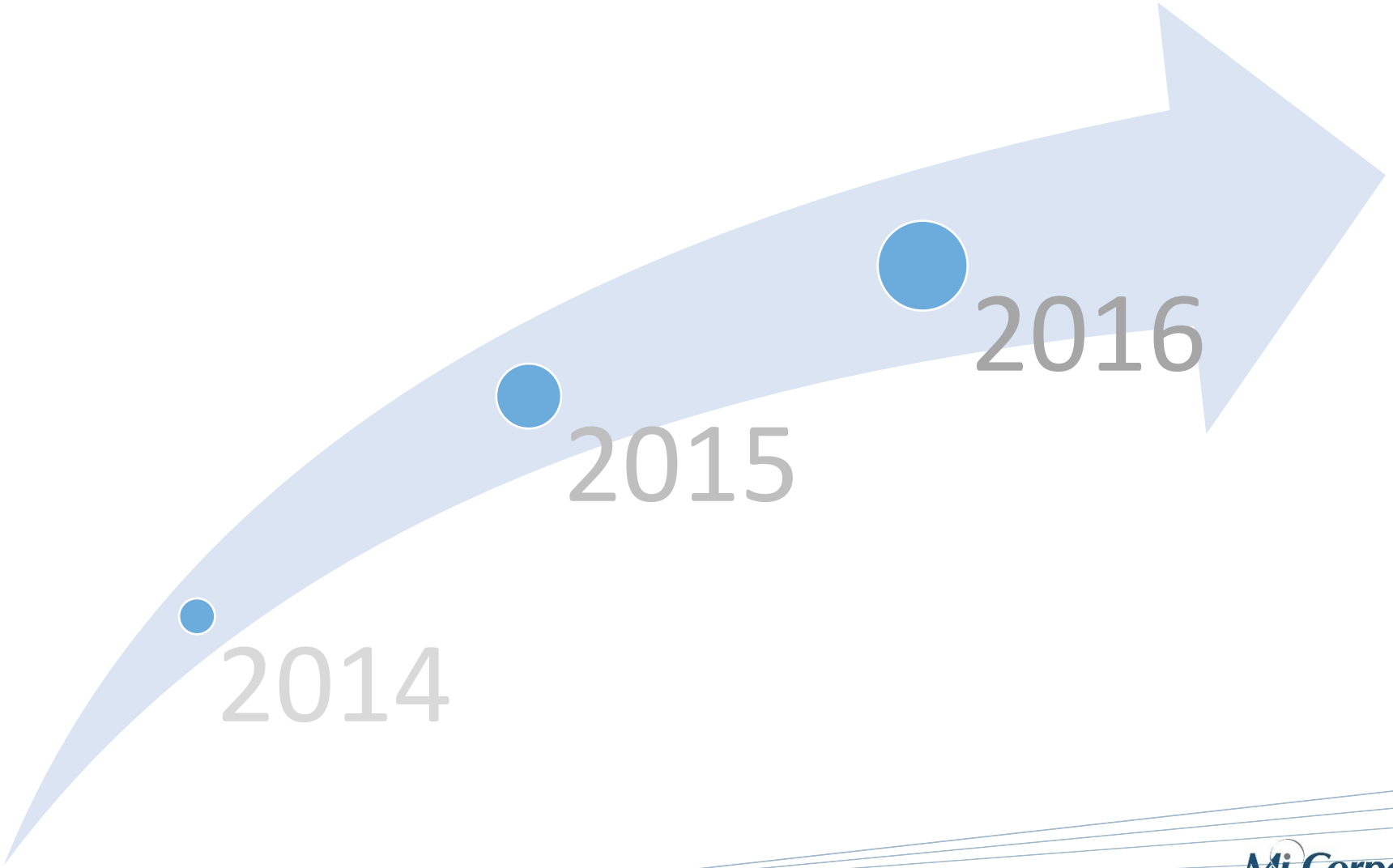
Mi-Corporation Partner – Quadras

Mi-Corporation

Mi-Corporation Customer – NYU College of Dentistry Global Outreach Program

Mi-Corporation Customer – US DOT NHTSA

# Industry Trends



# Enterprise Mobile Trend - In-App Metrics

Why?

- What are the best employees doing?
- Where are employees getting stuck?
- Are goals being completed?
- Is built-in help being used?

What?

- How long is a “session”?
- How many times during a session is a feature used?
- How long did it take to complete a screen?
- At what point was a session abandoned?
- Session location

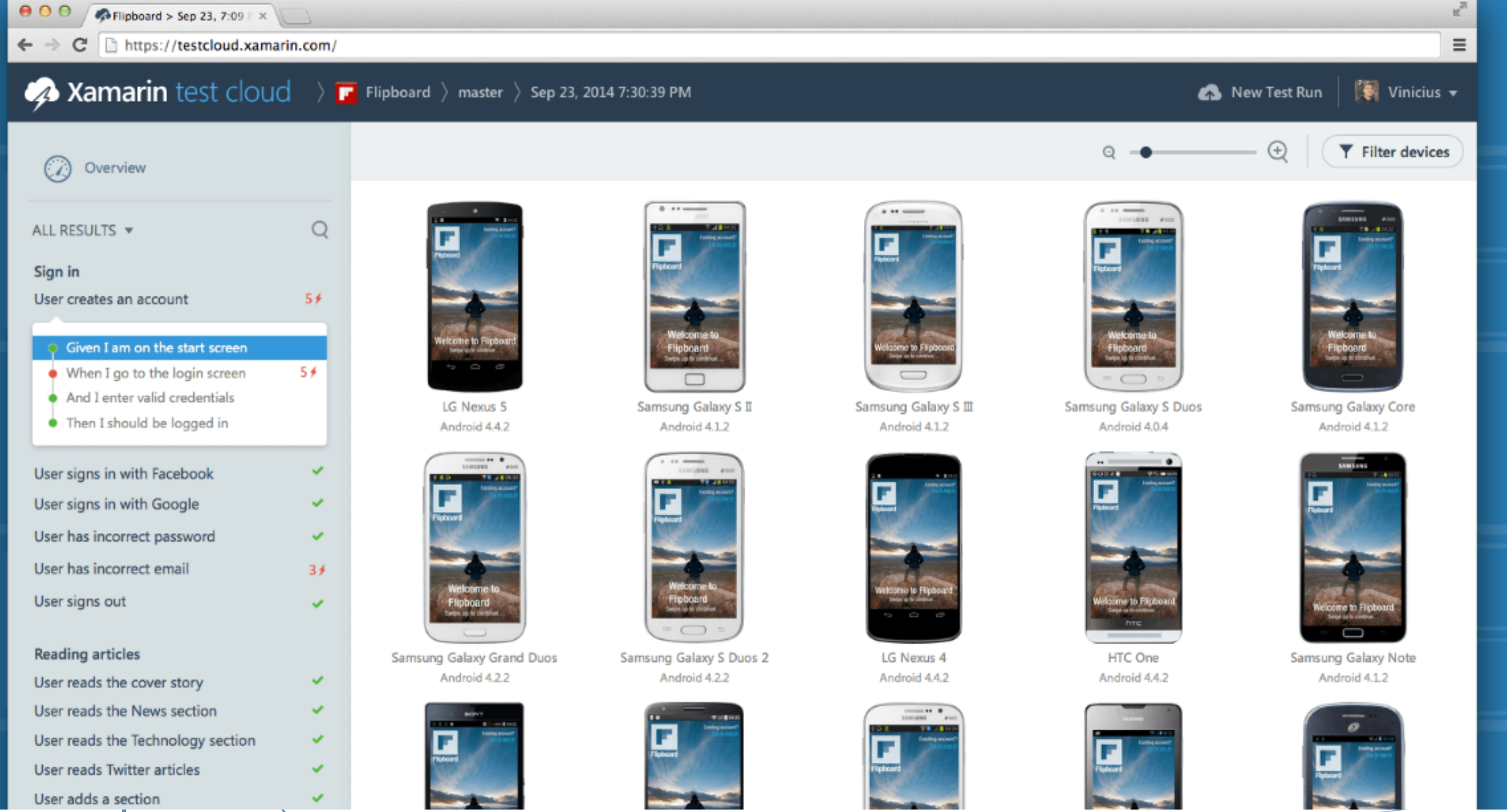
# Enterprise Mobile Trend - Integration

- A print-and-fill or fill-and-print/store scenario is easy.  (Shout-out to the new Adobe Document Cloud.)
- Value for enterprise is in discrete data, which must be integrated. (Reporting, charting, analysis…)

| Gartner Use Case | Example App | Example Integration Required |
|---|---|---|
| B2C Transactional | Online Banking | IBM |
| B2C Informational | TV News App | Web Feed |
| B2E Front Office | Sales Call Notes | Salesforce.com |
| B2E Back Office | Preventative Maintenance | IBM Maximo |

# Enterprise Mobile Trend – Cloud Testing

- Enables finding software defects on hundreds of device models
- Measuring performance
- Testing user interface elements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New Test Run
Vinicius
Overview
ALL RESULTS
Filter devices
Sign in
User creates an account
Given I am on the start screen
When I go to the login screen
And I enter valid credentials
Then I should be logged in
User signs in with Facebook
User signs in with Google
User has incorrect password
User has incorrect email
User signs out
Reading articles
User reads the cover story
User reads the News section
User reads the Technology section
User reads Twitter articles
User adds a section
LG Nexus 5
Android 4.4.2
Samsung Galaxy S II
Android 4.1.2
Samsung Galaxy S III
Android 4.1.2
Samsung Galaxy S Duos
Android 4.0.4
Samsung Galaxy Core
Android 4.1.2
Samsung Galaxy Grand Duos
Android 4.2.2
Samsung Galaxy S Duos 2
Android 4.2.2
LG Nexus 4
Android 4.4.2
HTC One
Android 4.4.2
Samsung Galaxy Note
Android 4.1.2

# Introducing Microsoft Azure Government

**A government-community cloud** that extends world-class security and control for dedicated U.S. Public Sector workloads.

Provides a physical and network-isolated instance of Microsoft Azure.

Provides screened U.S. citizens and policies to help protect customer data and applications.

Stores data within the United States.

Offers continuous commitment to meet rigorous compliance demands (i.e. FedRAMP, CJIS, and HIPAA) of a government-community cloud.

Provides rich infrastructure, storage, and identity management capabilities delivered through cloud, on-premises, and hybrid solutions.

Delivers integrated, familiar experiences with Office 365 for Government in the cloud.

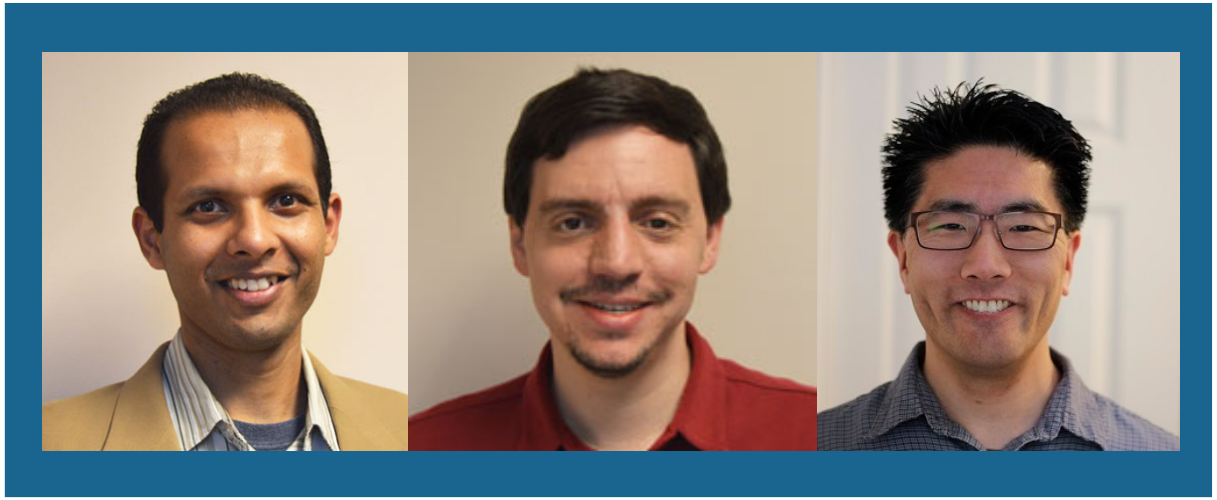
# How do we measure ourselves? Core Values

- Quality, Responsive, Customer Service
- Creative Intellectual Curiosity
- Passionate Ownership
- Warm EQ

# Passionate Ownership

- Taking responsibility for something you don't own – and positively impacting it
  - Our customers
  - Our partners
  - Our company
  - Our world
- Introducing Our Co-Founder

# Why We Do What We Do



**Mobile Information**

*Positively impacting the world*

“If you want to go fast, go alone.  If you want to go far, go together.”  African Proverb.

Mi-Corporation

Mi-Corporation

# Featured Charities

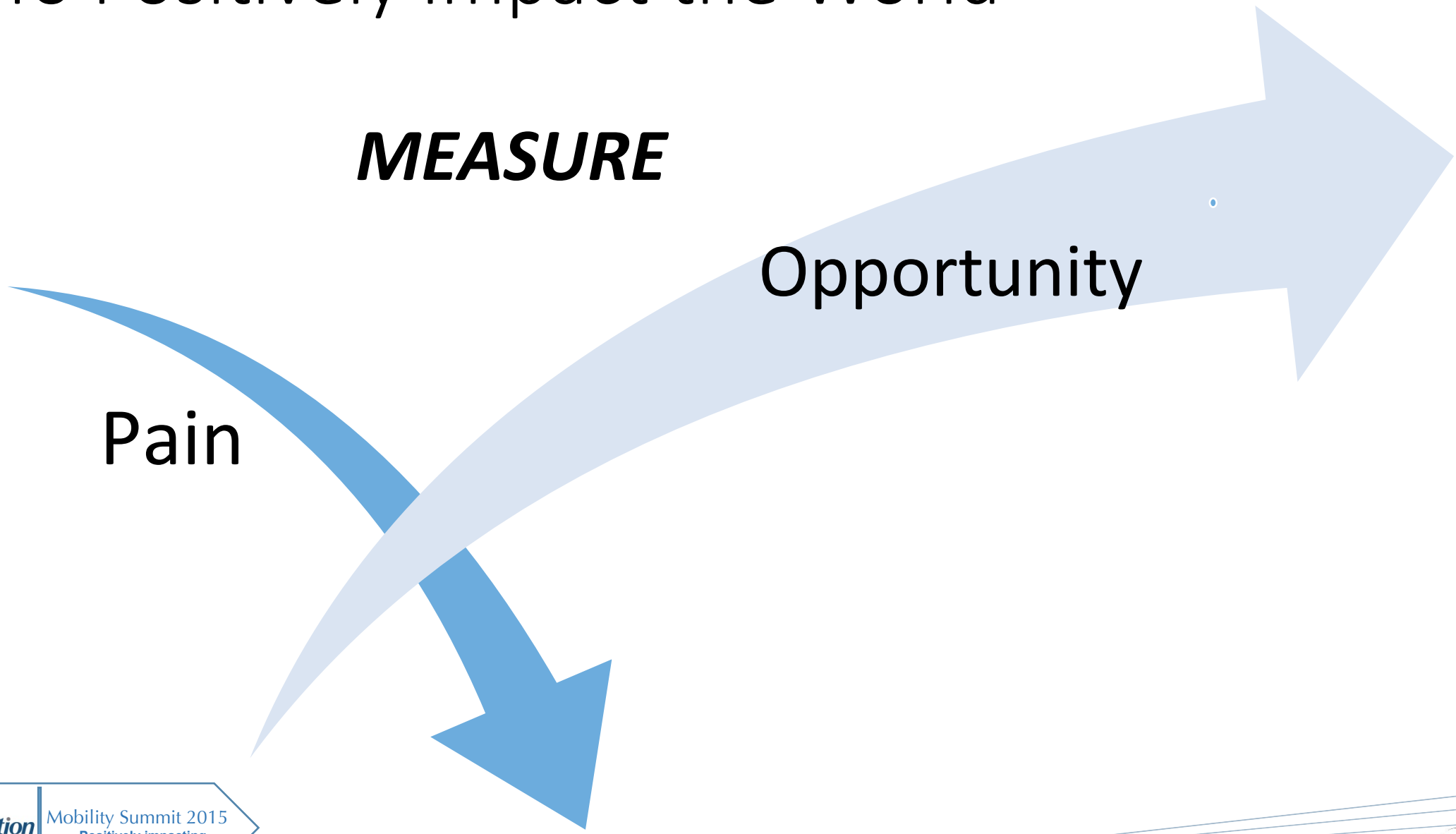
Communities In Schools

THE HEALING PLACE
*of Wake County*
*Helping People Find Their Way Back*

RONALD MCDONALD HOUSE
DURHAM

# World Impact Metrics – Featured Charities

- Ronald McDonald House of Durham
  - 16,500 family night stays in 2014 from families from 31 states and 7 foreign countries.
  - Family Rooms at Duke Children's Hospital and WakeMed Children's Hospital served more than 45,000 family members in 2014.
- The Healing Place has reduced the homeless population in Wake County by 25% since 2001.
- Communities in Schools of Wake County, the area's largest dropout prevention agency, serves more than 500 students in after school programs.

# Thank You to Our Sponsors

# To Positively Impact the World